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FOR IMMEDIATE RELEASE

Londoners asked to show their hearts more than ever during the 11th Annual London Cares Curbside Food Drive

The London Cares Curbside Food Drive kicks off this Friday for the 11th year. Last year residents showed their hearts and made a record-setting donation of 75,000 pounds.

From June 8 to 16, volunteers will be picking up food donations at London curbsides to fill the shelves of the local food bank.

"The curbside event is a fun and effective way for interested Londoners, generous corporate sponsors and the City of London to come together for a great cause," says Mayor Anne Marie DeCicco-Best. "It's easy to support those most in need and is part of what makes London such a caring and compassionate community."

The London Cares Curbside Food Drive has always been a great success, partly due to the simplicity of how it works. Starting with Zone C this Friday, Londoners are asked to place a bag of non-perishable food items marked by a brightly colored ribbon or tag next to their recycling bin on their regular collection day. Halton Recycling crews will collect the donations when doing their regularly scheduled recycling pick-ups. Volunteers, wearing red "London Cares" t-shirts, will also help collect food donations from the curbside.

In 2006, 75,000 pounds of food was collected during the eight day campaign. Residents of Zone A donated the largest amount of food with 17,300 pounds collected in just one day.

All food collected by the Curbside Food Drive is donated to the London Food Bank. This is a necessary service for those who need a helping hand to get through difficult periods of their lives. The London Food Bank helps 2347 families per month on average.

The following is the schedule for this year's Food Drive:

Friday, June 8 Zone C
Monday, June 11 Zone D
Tuesday, June 12 Zone E
Wednesday, June 13 Zone F
Thursday, June 14 Zone A
Friday, June 15 Zone B
Saturday, June 16 Local grocery stores

The collection dates are also identified with a red heart on your Waste Reduction & Conservation Calendar. Londoners are asked to show their heart by making a donation during this 11th year of the London Cares Curbside Food Drive.

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